



# PUREBRED PUBLISHING INC.

7616 Slate Ridge Blvd. • Reynoldsburg, OH 43068

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## Guernsey Breeders' Journal Advertising Rates

### Advertising Rates . . .

	Breeder ...	Commercial
	B&W ..... Color	B&W .....Color
Back Cover	\$425 ..... \$600	\$600 .....\$775
Inside Covers	\$400 ..... \$575	\$475 .....\$650
Full Page	\$365 ..... \$540	\$420 .....\$595
2/3 Page	\$275 ..... \$435	\$350 .....\$510
1/2 Page	\$210 ..... \$330	\$245 .....\$365
1/3 Page	\$160 ..... \$260	\$195 .....\$295
1/4 Page	\$125 ..... \$200	\$160 .....\$235
Column Inch	\$20 ..... na	\$30 .....na

Advertisers who meet the copy deadline will have the opportunity to see a proof before publication.

### Additional Charges . . .

Photographs, ..... \$10 each  
Two-color printing ..... \$60 per page

Advertisers requesting special artwork or special ad preparation  
will be billed for these additional services.

**Photographs** - Photos must be supplied by the advertiser unless they are already on file in the Journal photo library. Glossy finished photos are preferred.

**Printing** - Sheet-fed on 60-pound coated stock, saddle-stitched, 150-line screen.

**Mechanical Requirements** - Page size 8" x 11" deep. Type page 42x60 picas deep. Three columns per page, each column is 13 picas wide. Double column width is 20.5 picas.

**Miscellaneous** - The publisher reserves the right to reject any advertising it considers not in good taste or objectionable to the interests of the breed, as well as any copy not received by the closing date of any issue.

**Contract Rates** - Contract advertising is available for those who advertise a 1/4 or bigger ad 5 or 10 times a year. If you choose the 5X rate your discount is 5%; 10X your rate is 10% off the total price of the ad.

**Ad Deadlines** - All advertising deadlines are by the 10th of the month preceding publication.